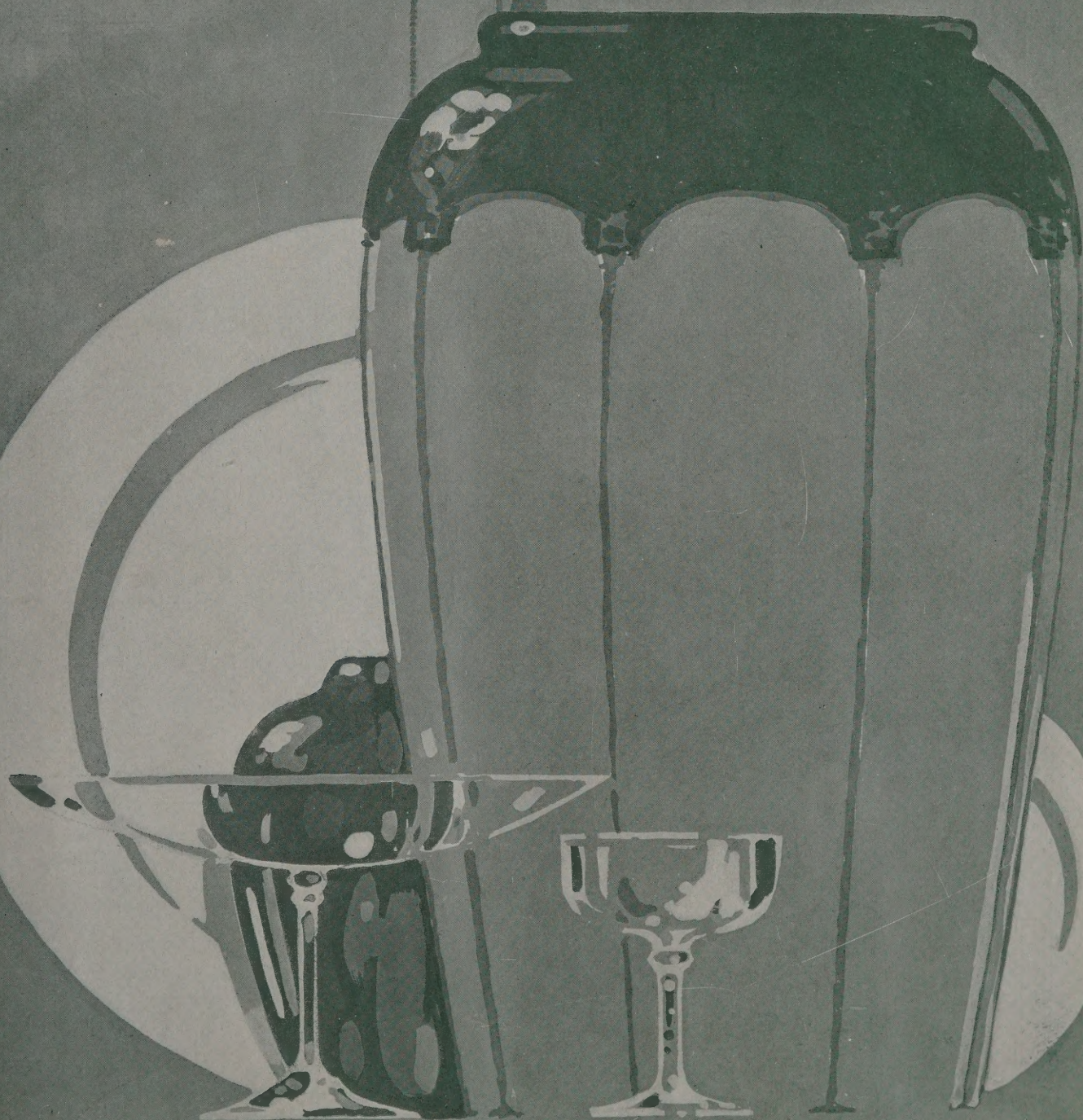
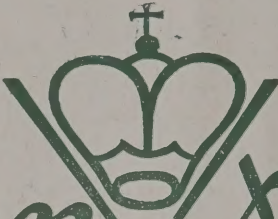


POTTERY
& GLASS



HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, NEW YORK

POTTERY AND GLASS


Rosen *thal*
FINE CHINA

Theresienthal
FINE GLASSWARE

Leerdam-Bayel
HOTEL GLASSWARE

SOLE AGENTS

GRAHAM & ZENGER

104 FIFTH AVENUE

Haviland China

is stamped

Haviland on white china
France

Haviland & Co on decorated china
Limoges

We respectfully remind dealers that the china stamped "Haviland" or "Haviland & Co." is the only china known since 1840 as Haviland China and that any other ware with the name Haviland in its stamp cannot be lawfully sold as Haviland China, or without the mention of the name in full with which it is stamped.

Any infringement upon our exclusive right to the denomination of "Haviland China" for our ware would oblige us to sue the offender for damages.

Haviland & Co.
11 East 36th St., New York

IT'S THE QUALITY THAT MAKES THE DIFFERENCE

CENTRAL GLASS WORKS

WHEELING, W. VA.

Manufacturers of LEAD BLOWN, PRESSED AND DRAWN STEMWARE, BLOWN AND PRESSED TUMBLERS, DECANTERS, CARAFES, JUGS, OILS, BLOWN TABLEWARE, ETC.

HOTEL, CLUB AND CAFE GLASSWARE.



67-6 IN BLOWN COMFORT, OPTIC, ETC.

Our Specialty: DEEP PLATE ETCHED MONOGRAM AND CREST WORK. IF YOU WANT REAL QUALITY GLASSWARE AT RIGHT PRICES AND PROMPT DELIVERIES, TRY US AND BE CONVINCED YOURSELVES.

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FINE TABLE GLASSWARE

No illustration
can do justice
to this line.
It must be seen.

A complete
assortment of
new goods.



Is always on
view at our
various
salesrooms.
It is there
for your
convenience.
Call and see
it.

THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

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New York
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HAVILAND & ABBOT COMPANY

95 Madison Avenue, New York

Corner of Twenty-ninth Street

Dealing Exclusively in the "G. D. A." Limoges China

We are now comfortably settled in our new home at the above address, and extend to all a most cordial invitation to call upon us.

The entire line of samples for 1914 will be ready for inspection on January 19th.



Only when you see an actual piece of Guernsey-Ware —

*can you realize why millions of women
will have nothing but Guernsey-Ware.*

Write today for sample of Guernsey-Ware. Compare it with any earthenware you have ever seen. Note its beautiful color, its glaze and finish, the care taken in every detail.

Remember the millions of women who are daily reading about Guernsey-Ware in their favorite magazines, who are being educated to the uses and advantages it offers.

Think of the sales possibilities of an article of high quality such as this, backed by a name that is a byword in every American household.

Can you afford not to sell Guernsey? Are you not cheating yourself out of business that you can easily make yours?

Write today for the free sample. We will leave your decision to the earthenware itself and to your own good judgment of a saleable article. Write today to

The Guernsey Earthenware Co.

21-A E. End Street, Cambridge, Ohio

Full line of samples: Bates & Ledden, 65 West Broadway, New York City

Guernsey Ware

Brown — White Lined — Enameled

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On Every Piece



"Rain and Wind," two Pâte Sur Pâte Vases by M. L. Solon.

POTTERY & GLASS

VOLUME XII. No. 3.

NEW YORK, MARCH, 1914.

TERMS: \$2.00 per year in advance
25 cents per copy.

"Gone for Lunch—Back in an Hour"

A LITTLE DRAMA OF THE COMMERCIAL WORLD SHOWING HOW BUSINESS IS SOMETIMES DONE AND POINTING THE MORAL THAT EVEN TODAY BREAD CAST UPON THE WATERS WILL RETURN AGAIN.

CAST OF CHARACTERS.

MRS. P. VISH—A woman with a complaint.

MR. BROWN

MR. BLACK

MR. WHITE

SALESLADIES, SALESMEN, FLOORWALKERS,

OFFICE BOYS—Part of the system.

PLACE: The Department store of BRAIN, LESS & CO.

TIME: Any day; any hour.

Prologue The Reason

Act I. Dodging the Issue.

Act II. Same as Act I.

Act III. Same as Act II.

Postlogue The Result.

PROLOGUE.

Some time in the early days of civilization, when the cauldron of life was bubbling and simmering over the fire of evolution, one of the gods of the universe, whose special function was the moulding and perfecting of man, discovered by chance, a new ingredient which for want of a better name he called COURTESY. Now it so happened that his supply of this ingredient was limited, and in order that he might fashion men as nearly alike as possible, he set about apportioning and dividing the new element. But the means at his command for such work were primitive and crude, and his knowledge of arithmetic was markedly elemental, and in his final apportionment he gave much COURTESY to the first group of men, less to the second, and the third group received a very scanty division, some even receiving none at all. These last few, however, in order that their atomic weight might equal the average, were injected with another element which had been discovered in the meantime, and which was named GALL. These facts form merely a premise, and the conclusion to be built upon them is so patent and obvious to even the dullest mind that no further comment is needed or necessary.

* * *

ACT I.—Dodging the Issue.

(The scene opens in the china and cut glass section of Brain, Less & Co.'s big department store. The place is splendidly furnished and fitted up. Dark green, heavy pile carpet covers the floor, display tables are attractively grouped in the centre of the scene and against the walls, and several neatly lettered cards call attention to the moderate prices of the goods, and one in particular bears this statement:

.....
: Shopping at our store, :
: is like visiting a friend's house— :
: you feel at home in both places. :
.....

Salesclerks are discovered walking around the tables arranging the goods, and conversing in whispers. Just as the curtain rises an alarm clock in the jewelry department, near by, set for the hour of ten, goes off with a harsh, strident clang, and one of the clerks in the china section, stepping back in momentary fright, upsets a table of cut-glass which slides to the floor in a series of crashes.)

First Saleslady—I wouldn't be in your boots for a thousand dollars, Mr. Tush, no, not for a million. It'll be a treat to hear Mr. Brown talk to you about this. (She assists him in picking up the broken glass.)

Mr. Tush (a good type of the average salesman)—Gee, I couldn't help it. That blank alarm clock gave me a devil of a start. (Mops forehead with handkerchief.)

Second Saleslady—That's a perfectly acceptable excuse for the marines, perhaps, but (breaks off suddenly) you'd better duck, here comes Mr. Brown, now. (Supreme silence reigns while Mr. Brown stately approaches. He is one of those artificially pompous persons who prides himself upon the possession of two faces—one very affable and agreeable for strangers, and the other stern, unrelenting, and hard set for those unfortunates who toil under him. At the present time he wears the second one.)

Mr. Brown (sarcastically, as he points at the broken glass-ware on the floor)—These, I presume, Mr. Tush, slid to the floor voluntarily, of their own accord.

Mr. Tush (interrupting in a stammering fashion)—No, I am sorry to say that I—

Mr. Brown (freezingly)—No explanations, please, I witnessed the whole matter as I approached, and I on my part am sorry to say that you are fired—get out—and don't look to us for any recommendation. (A moment later, as Mr. Tush slinks away) And you needn't call for any salary—there's nothing due you. (In the mean time Mrs. P. Vish, a fashionably dressed woman walks down the aisle among the highly frightened clerks, and approaches Mr. Brown.)

Mrs. P. Vish—I purchased a set of china here, the other day, but when I opened it today I found that it was not the pattern I selected, and I would like to exchange it.

Mr. Brown—Have you used it?

Mrs. P. Vish—No.

Mr. Brown—Did you pay for it?

POTTERY AND GLASS

Mrs. P. Vish—Yes.

Mr. Brown—Can't you use it at all?

Mrs. P. Vish—I would rather not.

Mr. Brown—You had better see Mr. Brown, the head of this department, then. His office is straight ahead. Come, I will lead you. (*Mr. Brown with a smirk on his face goes towards his own office, Mrs. P. Vish following. He steps inside for a moment, is heard speaking to some one, and then appears at the door again.*)

Mr. Brown—Mr. Brown, madam, has gone to lunch; he will be back in an hour.

Mrs. P. Vish (*with disappointment*)—I am afraid I can't wait that long. Isn't there some one else I might see about this matter?

Mr. Brown—Yes, try Mr. Black on the second floor rear. You will find his office at the foot of this landing (*points towards staircase*).

Mrs. P. Vish—Thank you.

(*Curtain.*)

ACT II.

(*The scene is the outer office of Mr. Black's department. A door marked "no admittance" and evidently leading to a private section, appears straight ahead. Mr. Black is discovered at the telephone, and it is obvious that what he hears pleases him.*)

Mr. Black (*At 'phone*)—All right, Brown. Well dressed lady—complaint about china—wants exchange—just you leave it to me, I'm the main expert at pushing the blame along. Good-bye.

Mrs. P. Vish (*entering the office just as Mr. Black replaces the telephone receiver*)—Are you Mr. Black? (*Without waiting for reply.*) I purchased a set of china here a few days ago, and when it came yesterday morning I discovered it was different from what I ordered, and I would like to exchange it.

Mr. Black (*innocently*)—Did you pay for it?

Mrs. P. Vish (*slightly provoked*)—Yes, when I first ordered it.

Mr. Black—When did you order it?

Mrs. P. Vish—Last Thursday—in the morning.

Mr. Black—And you don't like the design?

Mrs. P. Vish—No.

Mr. Black—Well if it is an exchange you want you had better see Mr. Brown, head of the china department.

Mrs. P. Vish—He is not in at present; and I was sent down here to see you.

Mr. Black—Mr. Black is the man you want to see here.

Mrs. P. Vish—Oh, I thought you were Mr. Black.

Mr. Black—No, Mr. Black has gone for lunch—he'll be back in an hour.

Mrs. P. Vish—I can't wait that long, isn't there someone else I can see.

Mr. Black—You might try Mr. White, complaint department, first floor rear. (*Mrs. P. Vish walks off disgustedly. Mr. Black picks up telephone receiver and calls for number.*)

Mr. Black (*talking in 'phone*)—Is this you White?

(*Curtain.*)

ACT III.

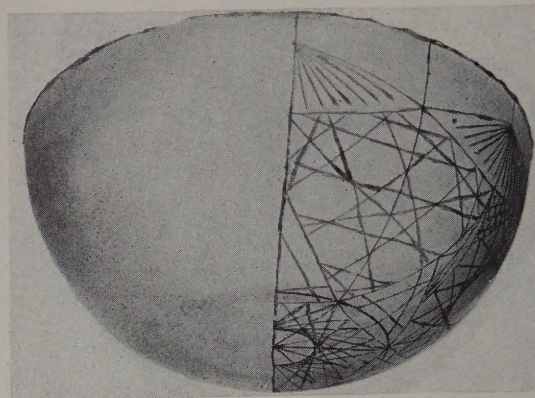
(*The scene is the complaint office, on the first floor, rear, of Brain, Less & Co.'s department store. A sallow, lean-fed office boy slouches against the side of the door. The sound of typewriting is heard in the room beyond. Mrs. P. Vish is seen coming down the staircase.*)

Mrs. P. Vish (*to office boy*)—Can I see Mr. White?

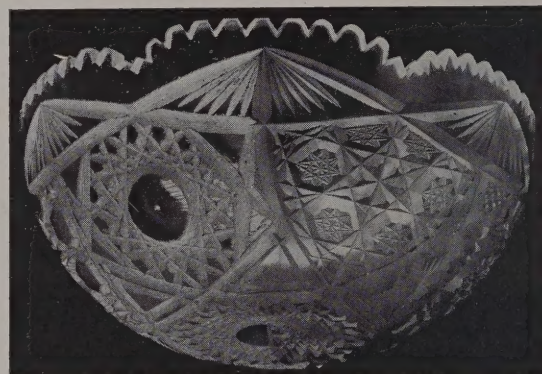
(*Continued on page 28*)

How Cut Glass is Made

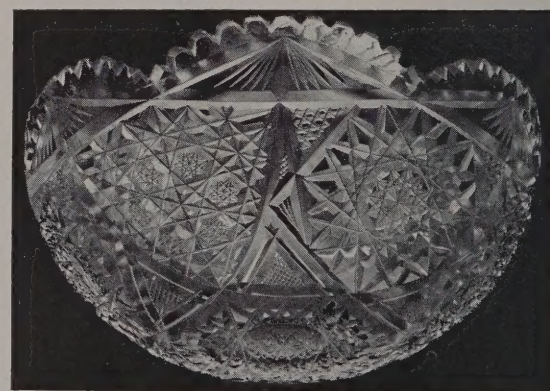
WHILE the figured blank is to-day undoubtedly used by three-fourths of the cut glass manufacturers, by reason of its adaptability for rapid handling, the higher grades of cut glass are still produced from the plain blank. This



necessitates considerable skill on the part of the designer or marker, whose work as shown in the cut above, consists of marking on the pattern with red lead and gum-arabic.



The next step in the production of cut glass is also the most important, the ware passing from the marker to the rougher. Here the design is cut out, the worker using various wheels in the process. As the illustration shows one side of the bowl has been smoothed, this, the third operation being done on a stone wheel.



In former years, and in some instances to-day, the piece next went to the polisher, who polished the smoothed cutting with a felt covered wheel, to bring out the brilliancy of the glass. However, the acid-bath is now used universally, each factory having their own method of compounding the proportions of sulphuric and hydrofluoric acids used. The bath eats away all the uneven and brilliancy disturbing particles caused by roughing and smoothing.

The Problem of the Credit Customer

HOW CHARGE ACCOUNTS MAY BE KEPT AND FOLLOWED UP THAT THE PERCENTAGE OF LOSSES BECOMES ALMOST NIL—A SYSTEM WHICH HAS WORKED.

THE credit department and the credit customer, perhaps because they are looked at askance by the modern business man, are held to be the ban of successful retailing. Yet if handled aright, with judgment and with temperance, both the credit department and the credit customer should prove quite profitable to any store, and quite unannoying.

Even the exclusive shop, where everything is sold on a cash basis, finds it advisable at certain periods of its existence to extend a limited amount of credit. This may be because some highly respected customer asks it, or it may be to secure new business from sources where credit will be demanded. No inconvenience whatever should arise from this condition. As a matter of fact, more business should result. The credit

ing credit to certain of the store's customers. The accounts in all cases were watched carefully and the percentage of actual loss in a period of three years was almost nil. All charge accounts were referred directly to the credit man, and upon his judgment depended the extension of credit or not. When an account was opened and when goods had been bought, the credit department allowed sixty days before investigations were made, and more than average pressure brought to bear upon the customer. Exceptions to this rule, of course, were allowed in the case of old and well known customers whose credit was guaranteed by the head of the company.

When an outstanding account is given to the credit department for action, it should be closely and systematically followed up until whole or partial payment is received. Statements for these accounts should be made uniform in size that they may be filed in special envelopes arranged alphabetically. The outside of the envelope should bear a printed form somewhat similar to that shown in our illustration, and it should give the following information about a customer (and any other points the credit man deems essential to tabulate): His name, business address, residence address, telephones of both places, new address in case he moves, occupation, and the banks where he is known or does business.

When the credit man calls on a delinquent customer and receives a promise that the account will be settled in so many days from that date, he should make out at once a slip to that effect and file it under the date on which the payment is promised. Then, when the morning of the day arrives, and when the slip is placed on his desk for his attention, he should make another personal call upon the customer.

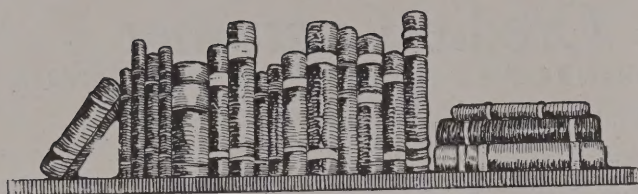
The success of any firm in getting payments on past due accounts is the result, in a great measure, of learning from the customer a definite time when payment can be expected, and then calling in person, without fail, when that date arrives. If this plan is followed out religiously, very few accounts need be charged off as "dead." Persuasion, if a credit business is well founded and conducted, need seldom if ever be resorted to. It is always best to present a claim for payment as politely and considerably as possible, not only because customers who are slow in paying account are very good clients otherwise, but also in view of the fact that courtesy will very often succeed where force fails.

It is strange, but there are those who wait for Opportunity to call them up by telephone.

CREDIT.....	
NAME.....	
BUS. ADDRESS.....	TEL.....
RES. ADDRESS.....	TEL.....
NEW ADDRESS.....	
OCCUPATION.....	
BANKS.....	
.....	
REMARKS	

customer, generally, does not argue about prices or dispute over bills when they are due (we are speaking of course of high class trade).

Most credit systems fail because they are not given businesslike attention—the same kind of attention that is bestowed upon the rest of the store. The accounts are allowed to lapse and accumulate, in which event they are looked upon as extremely troublesome and worthless. Where common sense judgment is used, and business like methods pursued, the credit department is more often than otherwise a pronounced success. This was found to be quite true in the case of a certain exclusive crockery store, which up to a short time ago maintained a strict policy of cash sales only. It so happened, however, that an enterprising accountant was taken into the business, and he advised extend-



RECENT PUBLICATIONS

THE CHINA COLLECTOR, by H. W. Lewer. The lover and collector of fine china will be deeply interested in this book, which has been prepared to afford a wider knowledge of old English porcelain. The author has made a careful investigation of the actual wares, and also, of the works of the standard authors of the past and present, and wherever their experience might add to the lucidity of the text, their works have been consulted and acknowledged. The book is profusely illustrated, the photographs being from the collection of English porcelains at the Victoria and Albert Museum, South Kensington. Care was taken to reproduce only such pieces as might likely reach the ordinary collector. Where the pieces bear marks, these have been reproduced full size and included in the illustration where possible. The products of the various factories are treated separately with chapters on Bow, Bristol, Chelsea, Coalport, Lowestoft, Pinxton, Rockingham, Spode, Worcester and Derby, as well as others that appeared in between the above mentioned wares. A chronograph, bibliography, tabular index of factories, index of names and a general index are also given. Dealers in English wares could greatly increase the "selling talks" from the mine of information given in this book. The publishers of Pottery and Glass will gladly furnish information in regard to this book, or will forward a copy upon receipt of the price, \$1.60, postage extra.

* * *

STAFFORDSHIRE POTTERY AND ITS HISTORY, by Josiah C. Wedgwood. The subject of Staffordshire pottery is one that will find interest with every one connected with the industry, and in this book, written by the grandson of Josiah Wedgwood, "the prince of Potters," the real story of this ware and its history from the eighteenth century down to date it authentically presented.

The opening chapter on the "Creation of the Potteries" gives reference dating back as far as the year 1348, a time when the first reference to the potting, a license to make earthen pots is made. From then on the reader is carried through the gradual development of the industry to the production of salt glaze ware, the beginning of the Wedgwood factory, production of Wedgwood and cream colored ware, the event of Spode and blue printing, adaption of steam power, strikes, Minton tiles and china down to modern men and methods. The volume is printed in large clear

type on a strong deckle edge paper and bound in cloth. The price is \$3.25, postage 20c. It can be procured from the publishers of Pottery and Glass upon receipt of the price.

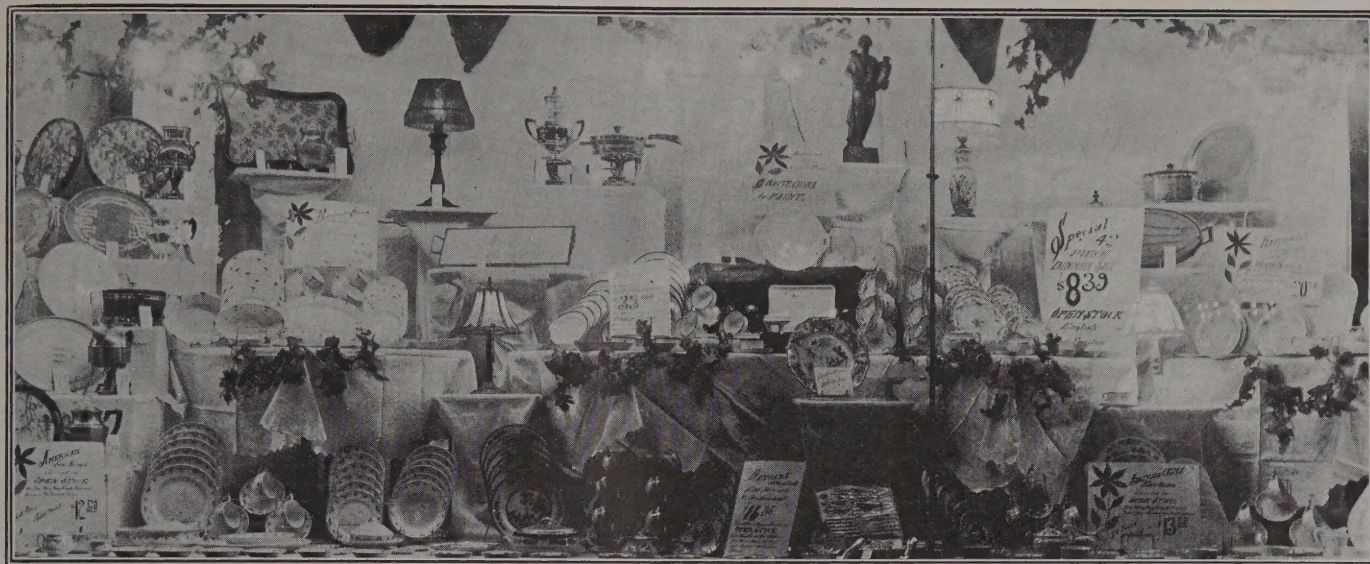
* * *

EDUCATIONAL METALCRAFT, by P. Wylie Davidson, is an interesting volume of technical handicraft that should be in the library of every metalworker. It is a practical treatise on repoussé, fine chasing, silversmithing, jewelry and enamelling, and is specially adapted to meet the urgent requirements of the craftsman, instructor and the apprentice in the metalcraft trades. The book is fully illustrated, containing over four hundred plates, diagrams and drawings in line engravings that are comprehensible at a glance. Two hundred and eight pages are devoted to text matter, the subject being presented in a clear and concise manner, the dry technical reading common to instructive books being conspicuous by its absence. Chapters are devoted to metals; their preliminary preparation; elementary exercises in the production of pattern and design by the use of materials and tools only; embossing and surface tooling in repoussé; piercing the metal with saw, drill and cutting chisel; hard and soft soldering; engraving, inlaying and Damascening, and many other chapters of equal import. The book is complete in every way and contains a glossarial index and reference of twenty pages. The price of the book is \$1.40, postage extra. It may be secured through the publishers of Pottery and Glass on receipt of the price.

CERAMIC SOCIETY HOLDS ANNUAL MEETING

THE Sixteenth Annual Meeting of the American Ceramic Society was held at the Stratford Springs Hotel, Wheeling, West Virginia, last month, and was largely attended in spite of the severe weather experienced.

A large number of interesting papers were read and the members visited glass and pottery plants in the vicinity, among them being the Hazel-Atlas glass factory at Washington, Pa.; the Warwick China Co, Central Glass Works and Riverside pottery, all at Wheeling, and the Fostoria Glass Co.'s plant at Moundsville. The annual election of officers resulted as follows: President, C. W. Parmelee, B.Sc., New Brunswick, N. J., director of the department of clay working and ceramics, Rutgers College; vice-president, D. T. Farnham, A.B., Seattle, Wash., assistant general manager Denny-Thornton Clay & Coal Co.; secretary, Edward Orton, Jr., E.M., professor ceramic engineering, Ohio State University, Columbus, Ohio; treasurer, Harford Pope, New Brighton, Pa.; member board of trustees, George H. Brown, Cr.E., of Pittsburgh, bureau of standards.



An interesting display of open stock dinnerware, lamps and trays arranged by C. B. Hunt, of W. J. Pettee & Co., Oklahoma City, Okla. The trim and background was in white with drapings of red.

Display Methods of the New York Stores

AS A PRELUDE to their annual March sale of china, glass and housefurnishings, the Gimbel Bros. store, New York, held an interesting five-day exhibition of some of the higher grade articles to be placed on sale with very satisfactory results. The display was widely advertised. All goods were marked at their cut prices, and while no goods were exchanged many orders were taken for delivery on the opening day of the sale. The plan worked well and brought out many customers of the store who would otherwise have avoided the sale.

The exhibit was held on the tenth floor, the china and glassware department being on the sixth. The arrangements were perfect and the elegance of the modern dining room was exemplified by the costly furniture and other settings used to bring out the best qualities of the ware. A large section was given over to a display of rich service and dinner plates arranged against a dull black back-ground. Mahogany and oak china cabinets and crystal cases, interspersed by massive buffets; the centre of the floor space being taken up by small tea tables, muffin stands, tea wagons and other mahogany pieces upon which were shown costly tea sets, art pottery and beautiful rock crystal services. Just off the china and glass room was a smaller room in which special values in porcelain, art glass and metal portables were exhibited. However, the principal attraction of this "before sale" display was the large display case opposite the elevator entrance to the tenth floor. This case, larger than a majority of the city dining rooms, contained a ten piece suite of furniture of Sheraton design. China and glass pieces were shown in profusion. The

buffet was set with a beautiful crystal table decoration of imported crystal and cut glass. A large hand cut punch bowl in a combination floral and C. B. cutting occupied the centre of the serving table, while the crystal cabinet contained full stemware services in imported rock crystal and gold decorated wine sets. The dining table was covered with a costly lace cover taken from stock.

All the New York department stores inaugurated special sales on March second but the inclement weather was instrumental in keeping customers away. This was specially true of the out-of-town trade, the blizzard blocking transit lines for several days. However, the buyers are optimistic for the future and expect about the same volume of business as last year.

The Wanamaker store is conducting its seventeenth annual china, glass and lamp sale and has devoted considerable space outside the department for the display of their wares. Of these, the passageway between the new and the old buildings and the subway floor of the old building was particularly interesting, large lines of dinner sets, cut glass, fancy china and kitchen cereal sets at remarkably low values are shown. The "Bridge of Progress" on the second floor is given over to an unusual collection of Chinese and Japanese porcelains and has been a most interesting spot to the visiting shoppers. The sale this year is conceded the largest they have yet held, the goods on sale totaling up to \$131,599. Of this amount at least \$25,000 was in cut glass. Their window displays and newspaper advertising have been in keeping with Wanamaker standards of former years.

News from the Potteries

Washington, D. C.—In all probability the long awaited report on the recent investigation of the pottery industry conducted by the Government, through the Department of Commerce and Labor, will be presented to Congress, in preliminary form, before it adjourns. The investigation has been about completed in this country and J. R. Sheridan and three assistants are now abroad. They will remain in the foreign pottery districts for about three months. The domestic manufacturers threw their books open to the Government as soon as the inquiry was started. The investigation has included all phases of the cost of the production, both domestic and foreign.

* * *

Sebring, Ohio.—Plans have been made for the remodeling of the Sebring pottery plant in the Spring. Two new kilns will be added and the clay shop is to be extended north to the car tracks while the jigger shop is to be changed so as to conform as near as possible to the plan of the new E. M. Knowles plant at Newell, W. Va. The capacity of the slip house and also of the green house is to be doubled. These improvements when completed will make the Sebring shop one of the most modern in point of conveniences to workmen to be found.

* * *

Paden City, W. Va.—Arrangements have been made by the officials of the Paden City Pottery Company to erect several additional kilns early this spring. The concern manufactures a line of white-lined cooking ware, from a native clay body, which is said to be able to stand a very high degree of heat.

* * *

Grafton, W. Va.—The foundations for the kilns and the general foundations for the pottery plant being erected here for the Consolidated Manufacturing Co., of Chester, W. Va., are now about finished. An East Liverpool, O., contracting firm have the building of the kilns in hand and expect to have everything in readiness so the company can begin operations on June 1.

* * *

Chester, W. Va.—The Taylor-Smith and Taylor Pottery Co., of Chester, W. Va., have discontinued operations at their old plant in East Liverpool and the entire stock has been removed to the new addition to that company's plant in Chester. The Taylor-Smith & Taylor firm took over the old Brunt pottery in East

Liverpool, over a year ago and since that time have been operating it steadily. Upon the completion of the new addition in Chester, all moulds, boards and tools, etc., were moved across the river to the Chester plant.

* * *

Sebring, Ohio.—Another glost kiln will be added to the plant of the French China Company bringing their total up to thirteen glost kilns. Also they will add four decorating kilns which will give the factory a capacity of eighteen glost kilns and ten decorating kilns per day. Work has already been started on a sagger works which will be electrically equipped and will contain one of the new sagger machines. They will also build a brick and cement loading platform seventy by three hundred feet. It is estimated that about two hundred more hands will be needed with the increased capacity.

* * *

Webb City, Mo.—The Commercial Club of this place has under consideration the proposition of D. S. Young, of St. Louis, to form a stock company and erect a pottery here. For some time past Mr. Young has been looking over clay beds in the vicinity of Pittsburg, Kan., and discovered a tract underlaid with pottery clay from twelve to fifteen inches deep, and lying about five inches below the surface. A lease can be secured to the property.

* * *

Wichita Falls, Texas.—The plant of the Wichita Falls Pottery Company, which was destroyed by fire several months ago, is now being rebuilt. The factory is located on the outskirts of the city and produces a line of churns and earthenware.



A few of the Merkelbach Pottery samples now being shown by the European Textile Co.



Practical Law for the Buyer and the Seller

A department devoted to a discussion of the various legal matters that are constantly confronting the man in business; opinions rendered are based upon actual decisions.

Written by Elton J. Buckley.

More About Salesmen's Unauthorized Agreements.

SEVERAL weeks ago I wrote an article on "Unauthorized Agreements of Salesmen," which seems to have been greeted with universal interest and attention. Naturally the subject touches everybody, as all the readers of these articles, probably without exception, are called upon some time by salesmen who make, as occasion may require, various promises and representations. The way to be sure that these promises and representations will hold a salesman's employer is the problem, and I discussed it, in connection with certain cases, in the article referred to.

The following letter comes to me from a Waverly, Ia., concern, through a Western paper. It gives a chance to pursue this always important subject further:

"We would like your opinion on a matter of commercial law.

"A representative of a certain jobber offered us a 5 per cent. discount on a line of goods and we bought the line for a year and a half.

"In our final settlement we deducted the 5 per cent. and the house repudiates the claim. To complicate matters, the agent has left the first house and gone with a Chicago jobber.

"Would say that the 5 per cent. is nothing unusual, as all the Chicago grocers give it on the line in question, deducting from invoice.

"What we would like to know is if we would have any legal right on the word of the salesman should a suit be instituted to recover?

"Thanking you in advance, we are,

"Yours truly,

"F. M. D."

This correspondent doesn't go quite far enough in his statement of facts to allow a categorical answer, therefore I will outline the two ways in which this transaction might have happened, and apply the law to each. This will give the correspondents a rule by

which to measure his case, and will do the same to other readers.

I repeat, there are two ways in which this transaction may have happened:

First.—It appears that this 5 per cent. discount was offered eighteen months ago. If the salesman's employer has recognized it in any way whatever since, he must allow it now. Even if the salesman's first offer of the discount was wholly unauthorized, the house could become bound by it if—after knowing that it had been offered—they allowed it. It would seem as if *some* settlements must have been made within eighteen months, and if this discount was allowed at any of those settlements the house is bound to allow it now.

Second.—There may not have been any settlement within eighteen months, and the house may have been completely in ignorance that the salesman had offered the discount. A wholly different proposition would present itself then, viz., did the salesman have authority to offer the discount in the beginning? If he did, it is immaterial whether the house knew he had done it or not; they are still bound.

If there is no evidence that the house has ratified the salesman's act, by allowing a discount or filling orders at a cut price, as the case may be, then arises the most difficult question in all these cases, viz., did the salesman have authority to do what he did, in this case to offer a discount? You are not expected to prove his authority by direct and positive evidence; usually you can't prove it in any such way. So you must prove it, as a rule, by circumstantial evidence. For instance, the following would be strong evidence that the salesman had authority:

First.—If he had offered the same kind of a discount before, either on the same or other goods, and the house had allowed it.

Second.—If he apparently had some jurisdiction over prices, and had named special prices before, or had cut prices, or had made special terms with buyers, all with the subsequent confirmation of his house.

Third.—If you knew, when he offered the discount

to you, that he had been giving it to other buyers, and that his house had allowed it to them.

If any of these things were true, the court would doubtless hold that the salesman apparently had authority, and that the house was bound. If they were not true, or if they could not be proved, and if the buyer had nothing more to go on than that the salesman had offered the discount and that he, the buyer, had bought on the strength of it, then the salesman's house would not be bound, though the discount could be recovered from the salesman personally—if he had it.

All of the above applies to every promise, every price reduction and every special arrangement which a salesman may make with a buyer. If it is absolutely evident that he has authority from his house to so act—as it would be, for instance, by a letter written by the house—then of course the house is bound. If there is no such direct evidence of authority, the question whether he had authority will be judged largely by whether he ever made the same or substantially the same offers before the house fulfilled them. There is nothing about the mere fact of being a salesman that gives a man the right to cut a price, which allowing a special discount is doing, in a way, or the right to depart from regular terms in any other direction. The buyer who when tempted with special offers by salesmen, will say, "wire your house and get their confirmation," may be saved considerable trouble and expense.—*Copyright, by Elton J. Buckley.*

IS THE COUNTRY DEALER ALIVE TO ALL HIS OPPORTUNITIES?

A VERY young reporter was sent out by his editor to report a wedding. He returned quickly and sat idly at his desk smoking a cigarette. Presently his chief beckoned to him.

"Why don't you write your article?" asked the editor.

"Nothing to write," replied the 'cub.' "The groom committed suicide and there ain't goin' to be no wedding."

Just about as near-sighted are a great many small town merchants who sit idly in their stores waiting for their townsmen to get tired of doing business with mail order houses and the larger stores in neighboring cities. And all the while opportunity looms big before these idle ones—if they will only use their imaginations and see it.

Last year one mail order house alone is reported to have done more than \$90,000,000 of business—an average of a dollar for each man, woman and child in the United States. And the bulk of this business came from the small towns, for big city people read so much of "bargain" offers in the daily papers that mail order "bargains" of doubtful character have but little fascination for them.

In the large cities people are beginning to realize

that sensationally inclined department stores could not exist indefinitely if all their goods were sold on the small margin of profit indicated by the newspaper advertisements. They are beginning to figure out that these stores are making money somehow or other or they would have to go out of business. And they are inclined to resent the policy of some of these stores which offer branded and standard-priced goods at cost, relying upon the sale of unknown goods at excessive profit to make up the loss.

Very large stores do not operate at a lower percentage of cost than small stores. In fact, the country merchant can generally sell his goods at an expense only one-half as great as that incurred by his city competitor. This is an actual fact, not a theory. Statistics show that the average operating expense of department stores in New York City for the past year was about 31 per cent. of sales. Many a country merchant has an expense of only 10 per cent. of sales.

That is why the unscrupulous large retailer and the sensationally inclined mail order magnate have frequently to resort to lies in their advertisements. If the small dealer would study these lies and publish the facts about them in his town paper it would bring him some of the dollars that are now going on the long journey to the mail order house.

If the small merchant will support his home paper and if the small town editor will speak plainly on the question of business honesty and fair trading, we shall quickly induce certain heavily capitalized retail interests to tell the truth about their goods. In either event the local merchant—and indirectly the town itself—will be the gainer.

BOHEMIAN GLASS INDUSTRY DULL

THE Bohemian glass industry passed through a rather acute depression during 1913, and present conditions give no promise of immediate improvement. The year just closed was characterized, states Consul Frank Deedmeyer, by reduction of output in all branches, resulting in shorter working hours and in some plants closing; there were several insolvencies. The depression had made itself felt in the last months of 1912 and as the year 1913 advanced the situation grew more acute, reaching a crisis in some branches by the fall months.

There was stagnation in glass jewelry, glass pearl, and button trades. Polishers and grinders worked, on an average, three days in the week. The demand from the United States and Great Britain for glass employed in illumination was smaller. It is claimed that the Bohemian industry is seriously threatened in the markets of the world by the competition of Belgian and German manufacturers, who have the advantage of cheaper raw materials and lower inland freight rates, taxes, and other expenses that enter into the cost of production.

Price Cutting and the Bargain Sale Fake

HONEST MERCHANTS MUST CUT THEIR ALREADY SMALL MARGIN OF PROFITS TO MEET CONDITIONS RESULTING FROM FRAUDULENT ADVERTISING AND UNFAIR COMPETITION—HOW THE BUYER VIEWS IT.

“I HOPE the day will come when I won't have to spend the best part of the afternoon scheming and devising ways and means to cut just a trifle off the already slaughtered prices,” said the buyer of one of New York's largest china and glass departments. “Competition under ordinary conditions is strong in our lines, but when merchants with a conscience have to contend with the ever-lasting ‘Bargain Sale’ houses it puts business in a bad way. Heretofore, it was only the poorer class of people who fell easy victims to the ‘below cost’ lies, but with the advance of the science of advertising the bargain houses have recruited enough unscrupulous writers with brains to enable them to draw trade from all classes.”

“We hold,” he continued, “two legitimate china, glass and lamp sales each year. Our goods are marked down from the regular sale price, but we must mark them high enough to make a living profit. The cost of doing business is placed at about thirty per cent. in a majority of the stores, to this is added a small per cent. for profit. Every time we cut down on that profit per cent. we add increased sales to cover the deficiency—and that means an increased overhead expense. The goods must be turned over quickly, the longer they stand the higher the selling price should be in order to avoid a loss. The cleaning, lighting and salary expense goes on night and day, and to get the goods off the shelves at a reasonable profit is problem enough for the buyer.”

Heartily agreeing with him the buyer of a “bargain” house was hunted up. He was a fine fellow, knew his business, that was sure, and was dead set against the game. In his opinion people were sick and tired of reading nothing but “Special Sales.” They had reasoned out that the store that continually offered goods at fifty per cent. off the regular price, was either telling a rank falsehood or skidding into the bankruptcy courts. I believe in a sale at regular intervals, but nowadays in order to draw the people into the store we must offer some exceptional value.

Take, for instance, this sale of “blue willow” ware that is on now. It's a staple line, sells the year round at a good profit. Folks have become acquainted with our regular price, so in order to create an impression that everything on sale is an equal bargain I'm offering this one hundred piece set for \$8.55, when it costs the house over \$9.00 in hard cash F. O. B. factory. Of course we lose on the set, but it brings people into the department and they usually buy something else marked up high enough to show a good profit on the day's sales. “But,” thoughtfully continued the buyer,

“I'd like to cut out every sale and mark all goods at a fair profit and keep the same prices there until sale day. Then goods would sell for what they are worth and not be palmed off as ‘worth \$1.59 now reduced to 59c.’”

How long will the fake advertising phrases and bargain sale lies continue? The public is getting almost as impervious to them as the side of a battleship would be to the fire of a battery of bean shooters. The advertisement writer can for a time deceive the unthinking purchaser with cleverly arranged and worded copy, but in the long run the store that uses unfair methods will become a rummage shop for second class goods or go into bankruptcy trying to carry out its promises.

The store that advertises its goods on their merit in their season, or for their fashionableness, needs no side show speeches to announce the sale of its merchandise. If a merchant buys an article with the intention of selling it at 19c., and if his stock of it is on hand at the time that the demand for it is good, he can advertise it enthusiastically and create a desire on the part of the purchaser without claiming that it is “worth 50c.” or “was bought to sell at 35c.” or any other exaggerated price value.

A true bargain is something which a person wants to buy at a right price.

The conditions longed for by both these buyers may become a fact before long, merchants the country over are now endeavoring to create sales by honest advertising and by asking fair prices.



The beautiful American Beauty Rose pattern brought out by Demer Bros., Inc. The design is conceded one of the best floral cuttings produced.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
Amalgamated April, 1909.
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METAL AND ALLIED INDUSTRIES

T. A. CAWTHRA *Managing Editor*
PROF. CHARLES F. BINNS *Technical Editor*

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The proverbial "new broom"
sweeps clean. It raises much
dust and it enters all corners.
But it does its work effectively
and therein lies its value.

Recently a number of our pottery and glass manu-
facturers in New York, and many of the importers and
representatives, have had an opportunity, in their move
uptown from the old "downtown" district, to apply the
new broom in several different ways, and the result
we are pleased to say has been most satisfactory.

In England, and in many of the other old world
countries, a premium is placed upon the "ancient re-
spectability" of a firm, and this often carries more
weight in a community than the factors of merchandise
or service. It is more potent, that is, to be able to
say that Ben Jonson or Samuel Goldsmith traded
in such and such a shop than to announce that the lat-
est designs from the factory of so and so are now on
show and for sale. It is the element of institution, of
established being that counts.

But in America it is quite different. Here, even
the oldest house does not glory in the antiquity of its
form, or in the fact that it has existed, unaltered, in
any one spot or locality for unaccountable years. In
fact, our oldest commercial institutions are invariably
the newest in appearance, and in methods, and the
virtue of their traditions is apparent only in the extent
of their present day fame.

There was no reason, therefore, why the pottery

and glass district of New York should remain intact,
when the general sense of commercial progression
demanded a move uptown. It was all very well for
some of the firms to be proud of their existence in the
district for so many years, and to be happy in the
realization that they and their brothers in trade were
all conveniently assembled within the distance of a few
city blocks. It was also well and pleasant to greet
the same faces every morning, in journeying to work,
and to pass the same salutations, but progression does
not develop extensively when the field of its activities
are confined within narrow limitations.

The uptown trend is good for the pottery and glass
business, we think. It gives the new broom a chance
to work, which, when working cleans the cobwebs
from long neglected corners, and exposes to view,
perhaps, many things long hidden with dust.

The new showrooms of those who have headed the
siren of the uptown movement, are bigger, brighter,
more inviting, and pervaded with a feeling of pro-
gressiveness. They are indicative of latent possibili-
ties in the trade, and give promise of bigger and better
things in the pottery and glass field.

DON'T SPECIALIZE
IN BUSINESS.

IN PROFESSIONAL life
where a man concerns himself
with one phase of an activity
alone, it is perfectly fitting that
he should specialize and concentrate his attention in
acquiring knowledge and information on this particu-
lar subject. But in business, and especially merchan-
dising, where the head of a concern is actively asso-
ciated with several different phases of work, he can-
not afford to specialize on any one. For, if he favors
selling, he will neglect the manufacturing end probab-
ly, and the quality of his products will be sacrificed in
an attempt to market them. If he is particularly in-
terested in design, on the other hand, he may spend
all his time and attention on the form of his products,
and neglect, to his sorrow, some of the time and atten-
tion that should be bestowed upon their sale.

The successful business man should have a firm
grasp on all the details of his business. He should
view them from a distance, as it were, and see them
in their correct proportion, and he should not become
so interested or so wrapt up in one item that he is
blinded to the importance of the others.

The man, of course, who can, with propriety and
with confidence, entrust the manufacturing, the ac-
counting, the selling, and the distributing ends of his
business to competent heads can make a hobby of any
phase of the business that appeals to him. But the
average business man who runs his institution himself,
must be cool-headed and cold-hearted—if he is to
succeed—for as soon as his interests center around
one particular item, he unwittingly sacrifices the
others—to the loss of prestige and of trade.

Practical Science Department

Edited by Prof. Charles F. Binns

Glazes without Lead—How to Compound them and their value

THIS IS THE THIRD OF A SERIES OF ARTICLES ON THIS TIMELY SUBJECT WHICH JUST NOW IS ENGAGING THE ATTENTION OF MANUFACTURING POTTERS EVERYWHERE.

Written especially by the editor of this department.

IT has generally been considered that glazes for wares other than hard porcelain should contain basic oxides drawn from three groups. These are the oxides of the metals; the alkaline earths and the alkalis. This is, of course, a rather arbitrary distinction because, strictly speaking, calcium and potassium are metals, but the distinction may be made evident in another way. Certain oxides can be reduced to the metallic state rather easily. Certain others form insoluble salts and others again soluble salts. Thus the oxides of those metals which occur commonly in the metallic state or are used as metals in the arts are easily reduced. The colorless members of this group are the oxides of lead and zinc, and by colorless members is meant those that do not impart color to a glaze. The oxides which form insoluble salts are those commonly called the alkaline earths, calcium, barium, strontium and magnesium. These are very difficult of reduction. They also form rather refractory compounds as compared with the metallic oxides. The third group contains the alkalis, potassium and sodium compounds which are at once soluble and rather fusible. These also are difficult of reduction.

It has been shown that if the composition of a non-poisonous glaze be carried to its logical conclusion not only must lead be excluded but zinc and barium as well. While there is no record of extensive poisoning from these substances, there is no doubt that when strictly considered they must fall under condemnation. Strontium is too expensive, so that there remain only lime and magnesia, potash and soda with boric acid, alumina and silica from which to make the necessary compounds which shall result in leadless glazes. The question of fluorine is passed by for the present. It has already been mentioned and, as then stated, experiments are being made with the view of proving its suitability or the reverse.

Now, reviewing the situation, certain points arise and claim consideration. There is the case of window glass. This is an easily fusible compound, and it consists only of soda, lime and silica. It is true that if this composition were to be attempted for a glaze it would devitrify on account of the absence of alumina and alumina greatly increased the necessary firing temperature of a glaze. But on the other hand, the temperature at which the glass softens is far below that usually thought necessary for a glaze burn.

Then there is the fact that in the seventeenth and eighteenth centuries there was made in the Northern parts of Africa and around the Eastern end of the Mediterranean Sea a beautiful ware which was covered with a clear glaze. This glaze, from its effect upon the colors beneath it is believed to have been a lime-soda compound analogous to glass. At least it is certain that it contained no lead. Dr. Wilhelm Pukall, of the Bunzlau Ceramic School, has recently discussed these points in "Sprechsaal," and the explanation he offers is so new, so simple and so probable that we gladly pass it on and give full credit to the genial Herr Professor for the idea.

The first proposition is that the dull surface which one usually finds upon leadless glaze experiments is not really due to infusibility. The writer himself believed this long ago, but he attributed the fault to another cause, namely, devitrification. Consequently, the addition of alumina was made, but upon this the glaze became infusible in reality, and the difficulty, naturally, was not overcome. Pukall marshals evidence from Seger to the effect that the dull or matt surface on these glazes is in reality due to the formation of sulphates, and he argues that if this can be prevented the glazes will be bright and clear. As testimony in favor of this argument, he cites the case of window glass already mentioned. In this case the soda is actually introduced as sulphate because of lower cost, but the expulsion of the sulphuric acid is accomplished by the use of carbon with the consequent reduction. It is well known that sulphuric acid, or to be chemically accurate, sulphuric anhydrid, is very difficult to expel, but that under reducing conditions it is changed to sulphurous anhydrid, which is quite easily driven off or is prevented from forming at all. Pukall argues that a similar condition obtained in the Oriental wares, of which mention has been made. Wood is very scarce in those lands, so that the kilns were burned with light fuel, such as straw or refuse. These fuels would naturally produce a large amount of smoke with the accompanying reduction, and thus, not intentionally but naturally, the condition was brought about by which the clear alkaline glazes melted to the beautiful brilliance which is so well known and so much admired. It should be noted here how well the theory of this reaction fills the conditions with which we began. The ingredients which seem to form such

POTTERY AND GLASS

a limited group and to possess such discouraging properties have this in common—they are not affected by reducing conditions. Treatment like this would not be possible for glazes containing the metallic oxides. They would be reduced, blackened and spoiled, but upon the earths and the alkalis the smoke has no power except to prevent the absorption of the ever present sulphates, and thus to free the glazes from their deleterious action.

It now remains to consider whether the modern factory equipment is adapted to the conditions which have been indicated as necessary for the production of leadless glazes. In other words, can suitable reducing conditions be secured and maintained in the present kilns? Undoubtedly they can, but the fireman will have to undergo a new training. There will also be the question of fuel. The work can be done with coal or gas, but wood is better. Perhaps it would be possible to secure supplies of sawdust, not for the whole burn but to supplement the use of coal and to produce the necessary smoke. On a small scale the reducing condition is secured by inserting chips of wood into the muffle in which the glazes are being burned. Brushwood has often been used for the same purpose and so has oil. This is not a complicated matter in a muffle kiln where the whole chamber is sealed from the flame and is accessible from outside. The case of saggers is different. Here there must be a reduction maintained long enough to allow the gases to filter through the sagger walls. They will do this perfectly well, but it takes time. On the other hand, it should be remembered that if leadless glazes are to become an accomplished fact they must be available at temperatures much lower than those now used. Pukall gives it as his opinion that the Oriental wares to which reference has been made could not, from the nature of the body, have been burned at temperatures ranging higher than cone 01, and that they were probably burned as low as cone 05. If glost kilns in general could be brought as low as this, potters could afford to use wood as fuel or, at any rate, to supplement the usual fuel with wood.

The possibilities are fascinating in their extent. Who can tell what rich colorings, both in and under the glaze, might be developed with compounds such as those suggested. It is time that a new ware was born, and it seems as though the event were already at hand.

WILL FEATURE CERAMICS AT PANAMA EXPOSITION

ACCORDING to the program at present laid down by the promoters of the Panama-Pacific International Exposition, to be held in San Francisco during 1915, the ceramic industry of the world will have an important part in the exhibition of manufactures. They have arranged to provide ample space, realizing

the great importance of this industry both at home and abroad. Every facility for a complete showing of ceramics will be afforded and it is their desire that only the latest and best be shown, which will add to the competitive value of an exhibit as well as the intrinsic merit of the articles.

The extent to which ceramic wares enter into the household indicates the benefits to be derived by both standard makes and the more recent inventions from a complete showing of a particular line appropriately placed in the proper class. Twenty-eight nations, up to the present time, have accepted the invitation to participate in the exposition and it is expected that all the States will be represented. The enterprise will entail expenditures of approximately eighty million dollars. Ten great exhibit palaces are under construction.

The ceramic exhibit, raw materials, processes and products will be displayed in the following classes: Raw materials, particularly chemical products used in the industry; equipment and methods used in the manufacture of earthenware, machines for turning, pressing and moulding earthenware, furnaces, kilns, mufflers and appliances for preparing and grinding enamels; porcelains; bisque of porcelain and of earthenware; earthenware of white or colored body with transparent or tin glazes, faience; earthenware and terra cotta for agricultural purposes; stoneware, plain and decorated; tiles, plain, encaustic and decorated, mosaics, tiles and bricks for floors; fireproof materials; statuettes, groups and ornaments in terra cotta; and enamels applied to ceramics.

The Exposition will open on February twentieth and close the fourth of December, 1915.



Ice cream tray shown by Becker & Brisbous.

Whenever you can make your store look better inside or out by using paint, you can make money by using it. Paint is cheap in proportion to the results it produces.

Keep the flies out of your store. Every fly that comes in helps your stock to depreciate in value and to become more unsightly.

The way to be happy in business is to keep doing something, and this applies to employers and employees alike.



Business and Personal Items About Prominent People in the Different Branches of the Trade

M. HERBERT, of the United Cut Glass Co., and M. Herbert Co., Inc., was married quietly on Friday, February 20, to Miss Hortense Lisner, of New York, and sailed the following day aboard the ss. Kronprinzessin Cecile for Europe. During his stay abroad Mr. Herbert will display the samples of the United Cut Glass Company at the Leipzig Fair. He is expected to return sometime after Easter.

John S. McCosker, formerly manager of the contract department of Simpson-Crawford & Co., New York, has resigned and is now with the contract department of L. Barth & Son, New York.

George Heisler, well known throughout the Ohio pottery district, has resigned his position as Western representative of the B. F. Drakenfeld Co., Inc., New York, to become associated with the Guernsey Earthenware Co., as assistant manager. Mr. Heisler has ample experience in the line and was for a number of years manager of the decorating shops of the Warwick China Co., Wheeling, W. Va.

J. L. Richards, buyer of Hale Brothers, syndicate stores in California, went abroad the latter part of February and will not return until about the middle of April.

The United Cut Glass Co. and M. Herbert & Co., Inc., have leased the store and basement at 8 West Twenty-second Street, New York, and expect to occupy the premises sometime prior to May 1. The location is in the centre of the new uptown china and glass district.

Louis Klayf, china and glass buyer for Bloomingdale Bros., New York, sailed on a visit to the European markets last month.

Another of the larger importers to join the uptown movement, are Budde & Westerman, hotel and bar supplies, for over forty years located at 42 Barclay Street. They have leased the six-story building

at the corner of Seventh Avenue and Twenty-ninth Street, and will occupy the quarters about May 1.

Thomas Martin, formerly with the Goerke Store, Elizabeth, N. J., was in the market recently buying stocks for the opening of the H. W. Meacham Co. store, at Forth Worth, Texas, with whom he is now connected.

The wholesale salesrooms of the Stewart Cut Glass Co., Murray Street and West Broadway, will be removed to 23 West Twenty-third Street, New York, sometime in April. The retail establishment on West Broadway will be continued at the old stand.

Harper J Ransburg has been appointed sales manager for the Cut Glass Products Co., Chicago, and will look after the Ohio, Indiana, Michigan and Illinois territory, excepting Chicago, with headquarters in Indianapolis, Ind.

Frank E. Freese, until recently with Ripley & Co., Connellsville, Pa., has joined the staff of the United States Glass Co., where he was connected prior to his engagement with the Ripley Company.

Frank R. Martin, china and glass buyer for the Cowell & Hubbard Co., Cleveland, O., sailed for Europe on his annual purchasing trip late in February.

C. N. Muessig, for sometime past connected with the New York office of B. F. Drakenfeld & Co., Inc., has succeeded George Heisler in charge of the East Liverpool branch of this house. Mr. Muessig held this position prior to his New York connection, and is thoroughly conversant with the duties of the position.

Rowland & Marsellus Co., New York importers, are negotiating for new quarters in the Fifth Avenue china district. They expect to remove on or about May 1.

The uptown lamp market will be further augmented about May 1 by the addition of the New York offices

At the Pittsburgh, Lamp, Brass & Glass Co., who will locate in the building at 35 West Twenty-third Street, taken over by the S. Herbert and Thos. Shotton interests.

Richard Kohn, who has leased the store at Park Place and Church Street, New York, formerly occupied by the Roseville Pottery, has been appointed New York representative for the cut glass lines of the Central, Century, Crown and Mordecai Bros., Cut Glass Companies, of Chicago.

John A. Nelson Cut Glass Co., formerly of Brooklyn, and now operating a plant at Catskill, N. Y., has opened a local showroom at 3 East Twenty-third Street. Mr. Robinson is in charge.

IMPORT PRICES HAVE BEEN REDUCED

Boston, Mass.

To the Editor:

We have seen allusions in the papers that importers and wholesalers of foreign wares have not reduced their prices since the reduction in the tariff, which is untrue and misleading. Almost currently with the reduction in tariff the prices dropped, giving the buyer the benefit of about the difference in landed cost, and this has been practiced, so far as we know, since October last. Our traveling salesmen find it so from the East Coast to the West Coast and to the Gulf.

This causes a sacrifice to those carrying stocks coming in at old duties, but dealers, so far as we know, are free to fix their selling prices on both foreign and American wares, to keep the channels of trade open, and obtain a living profit only. Competition is the trade that regulates that.

[Signed] JEROME JONES.

AMENDMENT MADE TO DESIGN PIRACY BILL

A SECOND amendment to the bill recently introduced in Congress for the protection of commercial designs has been proposed by a New Jersey trade body, and will doubtless be accepted by the drawers of the bill. This amendment provides that the date of registration of a design may be left off the tag or label with which merchandise containing registered designs will be identified. The idea in withdrawing the date is that it will save a great deal of "trouble" for the road men in selling "protected" merchandise. The attitude of the buyers is always most favorable toward the newest goods, and it is contended that a date on a label showing that the design was registered several months before it is offered to the retail trade will militate strongly against the sale of the goods. As the bill is being studied by the merchants it affects, it is being regarded with more and more favor. It is the intention of the backers of the bill, however, the National Registration League and the Federation of Trade Press Associations of the United States, to give all the trade bodies interested in it a chance to become fully acquainted with its provisions before beginning the fight in earnest in Congress.

Among the Retailers

A column of short notes from the retail trade.---New concerns and Changes in the old.

THE China Shop, on East State Street, Trenton, N. J., conducted by H. B. Salter for the past three years, will be discontinued, the business not having proved a paying investment.

D. W. Burgess & Co., New Castle, Ind., have closed a trade deal whereby they transfer their interests in their china store to J. P. Foster, of Patricksburg, Ind., in exchange for his one-hundred acre farm. The store has been established a number of years and is one of the most prosperous in that section. Mr. Foster is now in charge of the store.

The N. B. Pratt Co., has been incorporated with a capital stock of \$110,000 under the laws of Minnesota. They will operate a hardware, crockery and grocery business in Virginia.

The E. C. Woodman Co., of Lynn, Mass., has been incorporated with a capital stock of \$10,000. The concern is chartered to deal in china, glass and crockery, and was incorporated by the following: I. Stone, C. J. Coleman, B. Goldroff and J. S. Witner.

The D. B. Loveman Co., Chattanooga, Tenn., are opening up a china and glass department in the basement of their store. C. G. Walline is doing the purchasing.

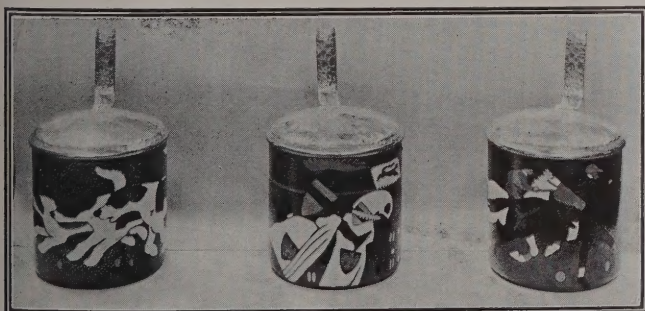
A crockery and glass department has been installed at the store of Henry & Carr, Le Grand, Oregon. Complete lines are offered.

The troubles of the Henry Siegel Stores in New York have not in any way been lessened within the past month. Depositors in the private bank operated by the firm are daily clamoring for a settlement, while the Grand Jury is probing the methods of the bank. The latest cloud on the horizon is an order signed by U. S. Justice Mayer giving permission to Leo A. Price and Selig Rosenbaum, as landlords of 34 to 42 West Fourteenth Street, to begin action to dispossess the Fourteenth Street Store and subtenants from the premises. Messrs. Price and Rosenbaum were proprietors of the Rothenberg Store, which became consolidated with the Fourteenth Street Store last summer. They also operate a department store in Brooklyn.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

QUITE a number of local and visiting china buyers have taken advantage of the opportunity to look over the line of Merkelbach pottery now being displayed at the Prang Co's. studios by the European Textile Co., New York, who are introducing this line of artistic pottery in America. The line has aroused considerable comment among the regular studio visitors and many inquiries have been received asking where the ware can be purchased. The line is both an art and a utility ware. For decorative purposes its shapes and glazes are exceedingly good, while the many shapes of decorative jugs, jars and containers have a real practical usage. Merkelbach pottery is the work of the best German designers. It has a distinctiveness and originality that at once attracts, its quaintness being characteristic of the Fatherland. Many of the pieces are modeled after early museum pieces and are ornamented with heraldic medallions and designs, the ware being mostly in matte glazes. Besides some beautifully modeled vases, cracker jars, bowls, etc., they are showing a wide range of splendid shapes and decorations on a line of seidels and service jugs to match. There is nothing of the kind now on the American market. The seidels and jugs are of earthenware and of a light brown glaze, the special feature of the line being the hand painted decorations.



Hand decorated, quaint shaped seidels in Merkelbach pottery displayed by the European Textile Co.

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in brass ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

These are all by Ludwig Hohlwein, a most successful German portrayer of animal life, and are chiefly of out-of-doors, humorously drawn, subjects in brilliant colors such as the horse race, the deer chase, the leaping trout, Continental coaching days and other pleasing decorations of life in the open. The cover is of heavy hammered German silver with an extra large thumb grip. Each seidel will hold half a liter of fluid, while the service jug has a capacity of two liters. The line is offered at exceptionally low prices although its artistic value is high. Tea pots, table and bureau sets as well as a large line of steins of every description are included in the full collection.

* * *

The new line of decalcomania stock patterns of Palm Bros. Company are now ready for the inspection of the trade. They include a large variety of new patterns for dinnerware, as well as high-class scheme and special designs. Each of the patterns is original with this company and have been copyrighted by them, affording the manufacturer full protection. Herbert Schulenburg, manager of the ceramic department, will call on the trade in the Middle-West the latter part of this month with the full line.

* * *

The showing of the Cut Glass Products Company, Fifth Avenue Building, has been materially increased during the past week or so, each line having additional designs that merit the attention of the trade. The strong feature with the Jewel line just at present is a beautiful design, each flower having a polished diamond centre. The Fry line shows a new pattern in the aster design, a combination floral and mitre cutting. This shows up remarkably well on bowls and plates, the bottom being covered with a large single aster, delicately feathered and surrounded by a deep cut mitre band. Above this band the floral pattern is repeated. A new style scalloped edge is a feature of

POTTERY AND GLASS

this line which will be shown in all the popular articles. The Mills & Gardner line has been increased by a full line in a new field daisy pattern to sell at popular prices.

* * *

Two of the many handsome new patterns shown in the full display of import lines of "Schlegelmilch" china that attract more than usual attention are a royal blue iris and a green-white snowball. In both of these designs the decoration is perfect, the flowers showing studies in still life that are remarkable. Both are used on a full line of fancy ware, such as chocolate sets, bureau pieces, salads, etc. The iris design has touches of red and gold in the flower with gold stems and grasses. The snow-ball is in mutual tones of green, brown and white.

* * *

The S. A. Weller Pottery display has been augmented by the arrival of a large number of new samples, the "Roma Ivory" line being especially favored. In this line, a creamy white ware with festooned floral and fruit decorations in relief, new pedestals and jardinières, fern dishes, cut flower jars, smokers' sets and table pieces are shown. The smaller pieces are in odd shapes and all sizes. A new feature is a line of hanging baskets with heavy brass chains. These are also in "Roma Ivory" and come in sizes from ten to eighteen inches.

* * *

Four new lines of cut glass have been displayed at the Grand Hotel for sometime past by Demer Bros., Inc., the principal one of which is a perfect imitation of a rose. This is one of the best floral patterns shown in the market and has had remarkable success. Both the stems and leaves have been carefully cut and every detail brought out. Besides the rose pattern they showed a number of combination floral and diamond cuttings as well as floral and mitre.

* * *

The china and glass service used in the Biltmore Hotel, New York, was placed through L. Barth & Son, while the grill room and banquet service was furnished by Bauscher Bros., direct.

NEW YORK MERCHANT ATTACKS PRICE FIXING BILLS—SAYS LEGISLATION IN TRUST BILLS NEEDLESS.

ONE of the principal witnesses before the House Committee on the Judiciary, at Washington, D. C., last week was Percy S. Straus, of R. H. Macy & Co., New York, who argued against the insertion into the trust bills of any permission for resale price-fixing. The courts had rejected the plea of the manufacturers for price-fixing agreements, he said, and they were now trying to regain the lost ground through legislative favors.

Mr. Strauss said that as the department stores that

suffered direct loss from their own price reductions did not complain there was no need for legislation on the subject. He denied that price-cutting demoralized the trade in any article. He added that the charge made by certain witnesses that cut prices in patented articles were used freely for advertising purposes was false.

"We contend," said Mr. Straus, "that modern organizations which have reduced the cost of business should not be hampered in marketing their goods at lower prices. I don't believe our method of doing business injures the efficient small dealer. There is no antagonism between the large and the small stores. The small stores are increasing in numbers, and according to my information are prospering. We started in business ourselves as a small store with only a twenty-foot frontage."

In response to questions, Mr. Straus said that his store allowed 2½ per cent. for advertising, though this charge on certain patented or trade-marked articles amounted to 25 per cent. He said it was hard to tell what was the cost of operating the Macy store. The profit, he said, was due only in part to the ability of the great stores to buy in large quantities.

Answering Representative Nelson, Mr. Straus said his store was still largely patronizing the express companies because of certain defects in the parcel post. Recently, he said, they had been compelled to use the parcel post more than usual, and found that C. O. D. goods returned by the parcel post frequently were received in bad condition.

PROTEST ENTERED BY LIMOGES MANUFACTURERS

"ENERGETIC intervention by France against the United States government's customs department," has been requested by a committee of Limoges porcelain manufacturers.

The deputation protested against "the intolerable injustice of the United States government's allegations that false values were placed on exports of porcelain to America from Limoges" and against the demand for \$5,000,000 duty on French exports admitted under agreement with the United States Treasury Department in 1908.

The matter has been taken up by the French foreign office, who recently directed Jean Jules Jusserand, the French Ambassador, to lay the matter before the state department.

The proposed appropriation for the French exhibit at the Panama-Pacific Exposition, at San Francisco, is held up by the French Parliament, pending the outcome of the presentations made by Ambassador Jusserand. The opinion was expressed in the lobbies of the Chamber of Deputies that there was no likelihood of the appropriation being voted until the Limoges affair has been cleaned up.

Lamps, Lighting Fixtures, Shades and Art Metal

THERE is a well defined fad for lamp shades covered with cretonne, chintz or silk and finished with an edge of fringe or lace. A number of the lamp houses are putting these shades on the market ready made or executed from special designs on special order. Some of the stores, however, that maintain work shops make their own styles both easily and at small cost.

Practically all that is needed in making a satisfactory shade is an abundance of medium gauge wire for frame and a few pieces of cretonne, any material, for the covering. Decide upon the shape and size of the shade you want and then make a drawing of this full measure on a sufficiently large sheet of paper. It will be necessary to sketch a full front view and a view looking down from the top, in the manner shown on the opposite page. If the outline of the shade has a double curve with an angle be sure to put it in the drawing, or trouble may result.

Now then, when the sketch is completed you are ready to make the frame. Use wire with body enough to hold its shape when bent, but not so heavy as to be cumbersome. Take a piece of wire long enough for the height of the shade and bend it to suit the outline of the sketch; this is easily done by placing the wire on the drawing and, shaping it to conform to the required line. Construct the form for the top and the bottom, whether it be circular or many sided, in the same way. If the top and bottom wires are angular, the outline wires will, of course, be fastened at the angles, but if the form is circular see to it that the spacing between the outline wires is exactly the same for each division, otherwise the shade will lose its symmetry. Bend a short piece, at right angles, at

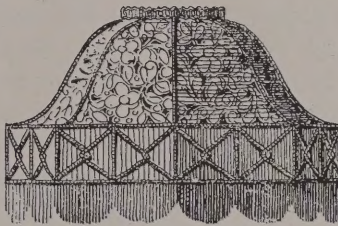
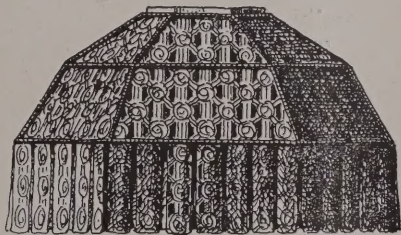
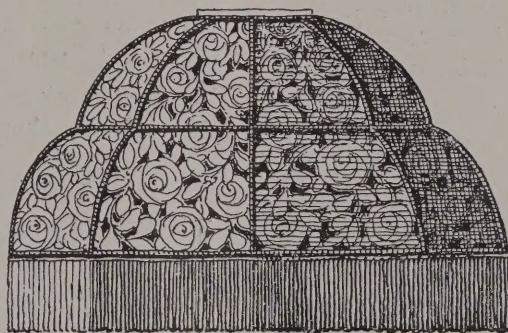
both ends of the outline wires, and fasten to the top and bottom forms either with fine wire or line thread.

When the framework is finished the attaching of the cretonne is a simple matter. If the shade is to be lined, the lining material goes on first attached directly inside the frame the overlapping of each seam being sewed around its particular wire. Each division of the cretonne is then carefully measured and the whole sewed together, with seams, naturally, to the inside, and then stretched over the frame. The finishing touches consist of placing the ornaments and fringes, etc. If wanted the lining and the cretonne may be sewed together and then attached inside the frame, the wires of which have been previously wound with cord. It is a matter of taste only, as both ways are equally popular.

* * *

The full lines of metal, silver and lamp wares manufactured by Warshavsky & Cohen, New York, are now on display at the showrooms of S. Sipser, and show a great variety of light-

ing goods in pierced brass, leaded work, etc. This season's line contains many semi-indirect ceiling fixtures in a white art glass, with either oxidized or brass finish chains and fitments. The portable and dome lines have also been materially increased, some remarkable values being offered in these goods. They are showing a line of brass jardiniers, pedestals and umbrella stands with burnished decoration in brown and blue, a fretwork design predominating. This is a new idea in brass goods and has met with great success. As usual, their line of silver novelties, picture frames, and casseroles affords a wide range for selection, such articles as individual condiment sets, bottle holders, loaf sugar stands and silver or copper mounted baking dishes have been strong sellers.



Three popular styles in cretonne covered lamp shades. Cretonne and chintz shades are in great favor and make strong summer sellers.

POTTERY AND GLASS

The Adam design is still a prominent feature of the Bradley & Hubbard Mfg. Co.'s lamp line, and some beautiful portables are shown in metal frames, urn-shaped, with Wedgwood jasperware medallions, with art glass paneled shades. This line has been very successful on account of its harmonizing influence with period design, and with the vogue for English furniture and interior furnishings it will find its way into the better class of homes. In their metal overlay shade line they have introduced a new color treatment of the glass that is very attractive, the spaces between the scrolls carrying a different color than the remainder of the glass panel.

* * *

A strong line of cast and sawed brass portables, ceiling fixtures and domes are being shown at the new showroom of the Weintraub Brass Co. Of particular note is a line of boudoir and desk lamps in cast frame with adjustable shades. These come in a variety of finishes and are admirably suited for their purposes. In ceiling fixtures a strong line of showers and semi-indirect fixtures are shown, both in brass and glass combinations.

* * *

The Holophane Works of the General Electric Company will open a district office in the Frisco Building, St. Louis, Mo., from which sales in the states of Iowa, Nebraska, Missouri, Kansas, Oklahoma, Texas, Louisiana and Arkansas will be directed. J. G. Barrett will be in charge, with R. H. Lyons as his assistant. The Chicago district office of the Holophane Works of the General Electric Company has been transferred from 425 South Wabash Avenue to Room 715, Mallers Building. The territory covered by this office has also been increased to include North and South Dakota, Minnesota and Wisconsin. John W. Foster is manager of sales in the Chicago district.

FAKE ARABIC GLASSWARE FOOLS COLLECTORS

DURING the past year or two there have been countless sales of forged antiquities from Damascus, reports Consul J. D. Whiting. This is especially true of old Arabic glassware. Damascus, the leading place for the discovery of this enameled glassware, undoubtedly made there in ancient times, is also the seat of the fake pieces.

So cleverly done have been these forgeries that many local dealers have been taken in by them, many pieces having been sold at prices averaging, perhaps, a sum equal to \$500 apiece. A dealer of some consequence, who had just returned from a trip to Paris, stated that the Louvre had purchased three of these forgeries and that the curators were still seemingly ignorant of the fraud. The makers of these faked pieces are evidently in a combination with dealers through whom the pieces are passed out. At present these forgeries are extremely difficult to detect and

undoubtedly the forgers will continue to improve in their work, which will necessitate the calling in of expert judgment to decide whether a piece is old or new. Up to the present the forgeries have been confined to small pieces and no lamps have been made as far as can be ascertained.

The genuine pieces are of clear white glass and were generally lamps, drinking goblets, and perfume bottles (kumkum) having a flask-form body and a long neck tapering to a point. The latter two are usually considered as the oldest types. The enameling was done in a variety of colors with gold intermixed. Only a small percentage of the glass produced in the period when this was made was enameled, so that quantities of plain pieces are found which, lacking this chief attraction of the glass of this time, are, comparatively speaking, of but little real value on the market. The forger or forgers, whoever he or they may be, have hit upon the method of reproducing this enamel, and in order to more completely deceive the buyer they use the antique pieces, selecting such as have an iridescence which does not scale off but has become more or less a part of the glass, leaving the surface pockmarked.

HOW CHIPPED GLASS IS MADE

IT is interesting to know some of the different processes through which glass passes before entering into the manufacture of lamp shades. Chipped glass has been shown on a number of shade lines and is a raised all over pattern of artistic merit. The glass is really chipped.

The sheet of glass to be treated is placed under a sand blast in order to give it a grain. This ground surface is next treated with a solution of good glue and the glass is placed in a drying room on a rack, where it remains for some hours. Next the sheets of glass are removed to the chipping room, where they are placed on edge back to back, with the coated surfaces outward. This room is heated by steam coils, and when the heat is turned on the glue attains its utmost degree of dessication and curls off the glass in pieces from the size of a dime to that of a silver dollar, but it adheres so closely to the glass that, in its effort to get free, it tears pieces off the surface, the result being a beautiful pattern.

JOHN D., JR., TO DABBLE IN ART CHINA

FIRST of the Rockefeller family to assume the role of an art collector is John D. Rockefeller, Jr. It became known lately that he recently paid \$350,000 for a collection of about twenty pieces of ancient Chinese porcelain of the variety known as "black hawthorn." The pieces are from the collection of Richard Bennett of Thornby Hall, Northampton, England the best specimens of which, it is understood, have passed into the hands of Mr. Rockefeller.

What Price Cutting Means to the Salesman and to the House.

IT is notorious that the salesman's "Tale of Woe," on high prices and competitor's low prices only too often influence "the Office." Have you considered what that means and have you shown your salesman what it means for him? Read this over twice and see what you think of it:

Assume, says M. Wulpi, that your salesman sells \$100,000 annually, at prices on a basis of 10 per cent. manufacturer's profit, from which the salesman is paid on a 3 per cent. basis.

Result—manufacturer's profit, \$7,000; salesman's salary, \$3,000. To maintain the manufacturer's profit and the same salary—

If he cuts 1 per cent. he must sell \$111,111, or 11 per cent. more goods.

If he cuts 2 per cent. he must sell \$125,000, or 25 per cent. more goods.

If he cuts 3 per cent. he must sell \$142,857, or 43 per cent. more goods.

If he cuts 5 per cent. he must sell \$200,000 or 100 per cent. more goods.

If he doesn't sell more than before, and to retain for the manufacturer the same profit (which should be), it will be necessary to cut his salary—

On a 1 per cent. cut of price from \$3,000 to \$2,000.

On a 2 per cent. cut of price from \$3,000 to \$1,000.

On a 3 per cent. cut of price from \$3,000 to 0 and

On a 5 per cent. cut of price he should owe the manufacturer \$2,000 at the end of the year.

Great, isn't it? Is it not a fact, though?

Talk this over with your salesmen the next time they complain about your "prices being too high" and attempt to break down your determination to "stick to prices and terms." Suggest to them that the above works the other way, too, if they can sell above your prices.

RETAILING DETAILS THAT COUNT

IT is not only necessary for the dealer to know himself in order to attain success; but it is also necessary that the probable customers within the sphere of his business possibilities should know him.

Good window displays, a bright and attractive store interior, and good service generally will do a great deal to bring this about. People talk about the store that gives good service.

But he who would get the best out of the service he renders must not confine himself to the publicity he obtains from the remarks of commendation that are carried by those who are speaking from experience.

Such publicity is limited indeed, excellent and all as it is.

He should enlarge his publicity by using the columns of his local newspapers. By this means he can acquaint more people in one week with the facts about his store than he could without it in a year.

Good advertising in the concrete is really store news.

Advertising is no new idea, for it is as old as history itself, and while today it is the most dynamic force in the world of commerce it seems to be an art yet to be discovered by some people—that is, the practical application of it.

Don't overlook the fact that there is just such a vital thing as tact in the advertisement, which is but little more than a salesman in the printed word. The tactful advertisement or advertising campaign is one which carefully conforms to the habits of thought, methods of living, and characteristics of the people who will read the advertising.

How properly to approach your prospective customers, not only over the counter, but through the pages of your daily paper or weekly periodicals, by words and pictures, is one of the most important problems in your advertising.

As applied to the china dealer, dishonest advertising does not pay any more than in any other line.

It is far better to describe china and glass truthfully, than to exaggerate, and disappoint the prospective buyer.

If an article is stamped and filled in by hand only, say so. Don't advertise that it is hand painted, and then have to apologize and explain when the customer comes to your store.

Don't say an article is perfect at all unless it is.

Don't say that an article is specially priced unless it is actually reduced from your usual regular selling price.

Build up a reputation for honesty, regardless of the grade or kind of goods that you sell.

TO HOLD BETTER INDUSTRIAL RELATIONS EXHIBIT

THE Business Men's Group of the Society for Ethical Culture, New York, are arranging for a "Better Industrial Relations Exhibit" to be held at 2 West Sixty-fourth Street, from April 18 to April 25. Devices in modern business which tend to make more harmonious the relations between employer and employee, and to better the conditions of employment, will be shown. The exhibit will appeal to both employer and employee in the manufacturing trades. Special evening lectures by industrial leaders will be given. No admission will be charged.

ROYAL COPENHAGEN TO MOVE SALESROOM

THE Royal Copenhagen Porcelain and Danish Arts, now located at 16 West Thirty-third Street, New York, will remove to 256 Fifth Avenue on or about May first.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



LEIPZIG EASTER FAIR NOW OPEN

WITH the coming of spring most of the foreign buyers for the various stores and china and glass importing houses have gone abroad to visit the European markets, and a majority of those representing the large houses have included a visit to the Easter fair at Leipzig, Germany. This fair is an exhibition of sample stocks of all kinds of ceramics, glass, wood and metal goods, and opened on March 2, 1914. A certain plan, with regard to keeping the allied lines together for the convenience of the visiting buyer has been adhered to; and in the two largest municipal buildings entire floors of a structure covering 57,050 square feet are devoted to displays of china, glassware, pottery, etc., while household goods and kitchen utensils are exhibited nearby. It was the above class of goods that was directly responsible for the conversion of the fair into a fair of samples and patterns embracing those lines in which styles are capable of indefinite variation and yet may be finished in large quantities of copies. It was formerly the custom to sell merchandise at the fairs and reference to such sales are found in documents of the sixteenth and seventeenth centuries.

The fairs are in charge of a businesslike organization created by the Chamber of Commerce and called the "Mess-Ausschuss." This committee has also provided for the reasonable treatment of visitors on the part of hotels, inns, and private persons renting accommodations. The price per day of every room must be marked plainly in the rooms of hotels and inns, and the Mess-Ausschuss has the right of assigning visitors to private houses renting rooms in accordance with vacancies the lessors keep posted with the committee on accommodations. It is advisable to procure accommodations in advance, or, in case this has not been done, to communicate with the Mess-Ausschuss, where the visitor will find all particulars and will be saved the trouble of going from hotel to hotel in search of lodging.

The buyers find the present arrangement of Leipzig Fairs of exceedingly great value. They know that they can find here, in a comparatively narrow compass, collections of the most varied goods in certain

lines, which no traveling salesmen's organization could possibly duplicate. The buyer can inspect and cover his demand for a great variety of articles quickly and conveniently. The competition of many firms in similar lines exhibiting close together is also a natural stimulant. The exhibitor, too, can reach a larger number of buyers than by merely sending out traveling salesmen, and he can show more goods with less trouble.

SATSUMA POTTERIES DEVASTATED BY VOLCANO

REPORTS of the great earthquake and volcanic eruption in Kagoshima, Japan were read with interest by dealers and collectors familiar with the celebrated Satsuma pottery, for which that section of the islands is noted. As the destruction wrought by the elements was complete, according to the press reports, this industry must have suffered greatly. While it is stated by many connoisseurs that the ware made now does not in any way rival the ware of sixty to eighty years ago, still the industry although small produced some creditable work. Consular reports stated that during 1912 there were eighty-five furnaces used in Kagoshima and these were tended by but thirty-seven families, a total of two hundred and eighty people being employed.

The old pieces are considered by many to be as beautiful as the now popular Chinese pottery. Few know about Kagoshima, except collectors, and although it is found in its modern qualities and styles in several of the better class of American shops, it has not yet become fashionable, as has old Chinese pottery. If it ever does, it will command prices just as high as the good old Chinese pieces. Kagoshima vases are beautiful in outline and are always a dull green or full gold. It is of soft pate, with frequent crackles on the surface. Few white men ever go to Kagoshima or Kiushiu, the island where the city is located, for collectors understand that to try to buy a piece of good Kagoshima or Satsuma would be to send the price skyward, so the dealers send their native agents to look for examples of the pottery and to do the general buying.

THE PENNY THAT BROKE BROWN

BROWN'S case is particularly interesting, says J. R. Worden, of the Burroughs Adding Machine Co., because he had unusual ability as a merchandiser.

He kept his store full all the time—great hand for special sales—had a fine looking store—wrote snappy advertisements.

He was doing the business of the town and had to live pretty well, of course, to keep up with his reputation.

Then he failed.

The receiver found it was just a matter of book-keeping.

Brown never had been much of a hand at figures—said, "The money was in the *front* of the store, not in the *office*."

He had always sold goods for what he thought they would bring, without much relation to the cost—because he didn't really *know* his cost.

The receiver explained it to Brown this way: "Here's a can of tomatoes that you sell for 15 cents. It cost you in the first place 12½ cents. The cost of selling it, including overhead expense, depreciation, your salary, interest on investment, insurance, etc., is 3½ cents. Therefore you lose 1 cent on each can you sell.

"That's the penny that broke you."

Before the receiver turned the business back to Brown, all clear, he had installed a bookkeeping system that showed Brown what were his *true* costs—a bookkeeping system that gave him *every morning* absolute facts about his business.

Now Brown knows how much profit each department and each salesman made yesterday. He knows what goods are selling at a profit—what ones at a loss.

He knows just how much he owes and how much is owing him.

And he is finding that the cost of getting the extra facts required is made up for many times in money saved in every department of the store.

Ninety-five per cent. of all retailers are doing business the way Brown *had done*. That is why 95 per cent. of all retailers fail sometime.

Are you losing that Penny?

{KNOWLEDGE OF YOUR GOODS ESSENTIAL

THE public craves information. The average human being soaks up information as a sponge takes up water. This is a valuable point to remember when selling china, glassware or lamps, because it gives you a big advantage in explaining just what is in the piece you are attempting to sell.

You know, or ought to know, that the prospective customer wants to know about your goods and ninety times out of a hundred all you can say is that the goods are first-class; that they are a bargain at the money, or it is a cut price, or that they have given good satis-

faction, and so on. Usually not one word that could be classed as real information. Study your goods, and ask questions of your manufacturers and read the trade journals. Make your assistants as well posted as yourself. Then when a customer comes in, you have an array of facts that will make your selling talk irresistible.

The definite training of employes in salesmanship, in business routine and in knowledge of the goods they handle is another direction in which the more progressive department stores are setting themselves to meet present day conditions and competition. It has been generally understood that in these directions, in all that constitutes the most efficient and courteous store service, the department store has compared unfavorably with the ordinary retail business. Today the public demands good service. Customers want to know just what they are paying for—and why one article costs more than another. The department stores are setting themselves to meet this condition, and the service competition of the most progressive retail stores, by the systematic training of employes under their own or outside supervision. At the same time nothing is left undone to increase the loyalty and personal interest of employes in the business and to foster the community spirit amongst the whole force.

OBITUARY

C. W. STINE.

After an illness extending over three months C. W. Stine, general manager of the Stine Pottery Company, at White Cottage, Ohio, died following an operation last month. Mr. Stine was one of the best known pottery manufacturers in that section and had been engaged in producing stoneware for many years. Deceased was sixty years old.

ROBERT J. MEAKIN

Robert J. Meakin, prominent in East Liverpool pottery circles for many years, died in Florida in February. He was a native of County of Stafford, England, and came to America in 1882. Mr. Meakin was for several years the manager of the Hall China Company's plant in East Liverpool, and was a recognized authority on analyses of bodies and glazes. At the time of his death Mr. Meakin was connected with Golding & Sons, flint manufacturers. He was a member of the American Ceramic Society and the Ceramic Society of England.

The salesman who thinks more about the way the outside of his head looks than about what he is putting inside of it is not destined to get very near the top.

When a customer doubts your word, make up your mind there is something radically wrong with your appearance or your talk.

Out to Lunch—Back in an Hour

(Continued from page 8)

Office Boy—Just a moment, ma'am, I'll see if he's in. (*opens door and disappears for a second.*)

Office Boy—Sorry, ma'am, he's gone for lunch—he'll be back in an hour. (*Mrs. P. Vish stalks away in anger; the office boy smiles.*)

(Curtain.)

POSTLOGUE.

Some days later—about a week perhaps—four of the characters, who have already entered this dramatic little episode and a stranger, a woman of evident refinement and wealth, were lunching in a popular restaurant, not far from the big department store of Brain, Less & Co. They were not together, but seated near enough, however, for the waiter who served them to hear the conversations of both.

Mr. Brown—Do you remember that exchange customer who wanted us to take back a set of china the other day?

Mr. Black—Yes, the lady with meek manner, and the gentle grace. (*Laughs.*) She never came back, did she?

Mr. White—No, they never do if you handle them right. Just put them off for a little while, let them wander around a bit, and they soon get tired and leave. I guess we saved the house a few dollars in that deal—by avoiding the trouble of re-delivery, and re-entering the goods on our stock lists. My plan, you know, is to cut down these unprofitable transactions—and that of exchange is the most unprofitable one I can think of.

(*A few feet away, at the next table, this conversation was going on.*)

Mrs. P. Vish—So, my dear, you are going to buy a new dinner service for yourself, and one for Mable?

The Stranger—Yes, I feel we really need them.

Mrs. P. Vish—Where will you buy?

The Stranger—I think Brain, Less & Co. carry as good a stock as anyone.

Mrs. P. Vish—I would strongly advise against your going there, my dear, I had an experience with them recently which does not endear the firm to me particularly. (*She tells her story.*)

The Stranger—In that case, my dear, I shall certainly not patronize Brain, Less & Co., I can assure you.

(Curtain.)

THE DELFT WARE OF THE DUTCH—ITS HISTORY AND ORIGIN.

THE question is frequently asked, "What is Delft?" but the true answer can only be given when the place of manufacture and the date of the particular Delft referred to are given. The ware has been made at Lambeth, Liverpool, Bristol, Wincanton (Somerset), and in Staffordshire, and there are differences in the bodies of all, but there is one general characteristic which is common to all. That is, a close resemblance to porcelain in appearance, but without the qualities which are peculiar to that hard-fired body. Briefly stated, Delft is a porous earthenware body, thickly covered with a white opaque coating of enamel. Being porous, the ware is light in weight, and the tin enamel which is usually employed to cover the brown body forms a good ground for the surface designs which are generally painted on it in blue.

The ware was first made in Holland (about the year 1600), and it was given the name of its town of origin—Delft. It is a subject of great interest to all students of ceramics.

Mr. Ward, who gave a most interesting lecture recently in the Royal Scottish Museum on "Delft Ware, Its Manufacture and History," said, in tracing the history of this ware from the beginning of the seventeenth to the end of the eighteenth century: "There was evidence of its early source in the wall of colored tiles from the Palace of Darius, which was set up in the Museum, and on which figures of the Royal archers were produced in the sixth century B. C. by exactly the same methods and with the same materials as those adopted long afterwards by the potters of medieval Persia, of Rhodes and of Damascus, and still later found at Delft. Before reaching Holland the same ware appeared in what we now call the Hispano-Moresque pottery of Spain, which again in Majorca took the place-name, and appears in Italy as Majolica. A like change follows when it becomes a flourishing industry at Nevers in France, and again when it reaches Holland and takes its name from Delft. All through it is practically the same ware—a body of rather coarse earthenware over which is spread a skin of white tin oxide to receive and throw out clearly the design or subject painted on it, and when fired presents a creamy surface. The reasons why this industry settled and prospered in Delft in the seventeenth and eighteenth centuries were to be found in the great prosperity and enterprise of the Dutch people, and many of the pictures on the Delft ware found their subjects on incidents connected with their East Indian trade in spices, tea, and tobacco."

MAY BUILD LARGE POTTERY AT CLARKSBURG

THE latest pottery project comes from Clarksburg, W. Va., where it is reported a party of local business men are investigating the desire of an Ohio Valley pottery to build a big plant. The proposition is based on the assumption that long years after the outside manufacturing district will have ceased to have natural gas at any price West Virginia cities will still have enough for their manufactories. They also hold that it will not be long until most important gas producing companies will be asking their customers outside of West Virginia to pay a higher price for gas than they are now paying because of the expense attached to the transportation of gas and the tax they expect West Virginia will impose on gas exported.

The Clarksburg pottery, it is said, will be a 12-kiln plant to make tableware, and the company already owns one pottery which is being steadily operated. They do not desire to remove the old plant to Clarksburg, but want another pottery to take care of their business.

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The plant of the Poughkeepsie Glass Works, located at Poughkeepsie, N. Y., and having a river frontage of several hundred feet, will be sold at public auction to the highest bidder at the Court House in the City of Poughkeepsie, Dutchess County, N. Y., Tuesday, April 7th, 1914, at 12 o'clock noon.

This plant is located in a fruit producing district seventy-five miles from New York, on the Hudson River, and has good shipping facilities by rail and water. The sum of \$50,000 has recently been expended upon the plant. Milk bottles have been made in the plant, which was running until January, 1914, and is ready for immediate operation. A first mortgage of \$40,000 on the property can remain.

For further particulars, address the undersigned.

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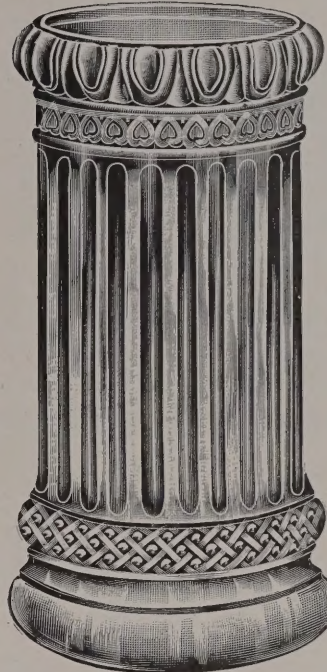
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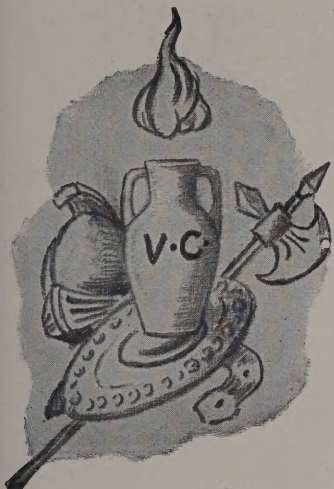
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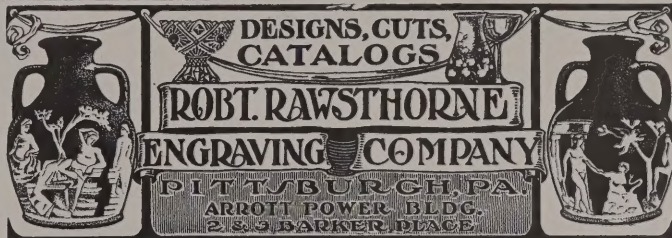


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